

THE work of reorganization and betterment goes steadily forward in the new Ehrich's. When the work is finished this house will be a revelation.

Ehrich Bros.

6TH AV., 22d and 23d STS., NEW YORK.

THE largest and most efficient Delivery Service in New York is one of the first aims of the new management of this house.

EHRICH'S ABSOLUTE CLEARANCE FURNITURE AND MATTINGS.

TO-MORROW we place on sale our Entire Stock of Furniture at a uniform discount of 1-3 from former prices—a step rendered necessary by the complete reorganization of this department. A new chief is in the saddle, and this measure, drastic as it is, is the first step toward its rejuvenation.

The original price ticket remains on every piece in the stock, likewise the new—which shows the 1-3 taken off, without regard to original cost or present value.

3 PIECE PARLOR SUIT, former price, \$19.98, now \$13.32	CHINA CLOSETS, former price, \$45.00, now \$30.00
5 PIECE PARLOR SUIT, former price, \$30.50, now \$20.34	DINING CHAIRS, former price, \$2.98, now \$1.99
3 PIECE PARLOR SUIT, former price, \$55.00, now \$36.67	MORRIS CHAIRS, former price, \$2.25, now \$1.50
5 PIECE PARLOR SUIT, former price, \$87.75, now \$58.50	COUCHES, former price, \$15.00, now \$10.00
DAVENPORTS, former price, \$9.00, now \$6.00	FANCY ROCKERS, former price, \$2.95, now \$1.98
EXTENSION TABLES, former price, \$27.00, now \$18.00	PARLOR TABLES, former price, \$3.00, now \$2.00
EXTENSION TABLES, former price, \$18.98, now \$12.63	HALL STANDS, former price, \$25.48, now \$16.99
EXTENSION TABLES, former price, \$9.50, now \$6.34	TABOURETTES, former price, \$1.50, now \$1.00
SIDEBOARDS, former price, \$90.00, now \$60.00	BRASS BEDS, former price, \$75.00, now \$50.00
SIDEBOARDS, former price, \$16.85, now \$11.24	BRASS BEDS, former price, \$50.00, now \$33.34

THIS MEANS FURNITURE At About The Cost of MANUFACTURE

THE importance of this sale may be better understood when the high class of the Ehrich Furniture is taken into account. Not an unworthy piece here. Not a "cheap" thing in the stock.

In our determination to make a quick clearance we have made this mark-down a most decisive one. Everything is included.

BRASS BEDS, former price, \$28.00, now \$18.67	Our entire stock of CHINA AND JAPANESE MATTING is included in the great wholesale price sweep of Furniture. The patterns are desirable, the plain colors pleasing, the stock is guaranteed in good condition or no sale.
BRASS BEDS, former price, \$22.00, now \$14.67	Not a piece reserved.
WHITE ENAMELLED STEEL BEDS, former price, \$3.75, now \$2.50	3.75 a roll instead of..... 5.00
WHITE ENAMELLED STEEL BEDS, former price, \$4.35, now \$2.83	5.25 a roll instead of..... 7.00
WHITE ENAMELLED STEEL BEDS, former price, \$8.25, now \$5.50	6.75 a roll instead of..... 9.00
WHITE ENAMELLED STEEL BEDS, former price, \$15.75, now \$10.50	7.50 a roll instead of..... 10.00
	9.75 a roll instead of..... 13.00
	11.25 a roll instead of..... 15.00

A NOTABLE SHOWING OF FINE WHITE GOODS

The season starts here to-morrow. We are prepared for it with a display worthy of the new Ehrich's. Our assortments are complete, lavish in variety—from heavy piques, madras, chevots, &c., to sheerest lawns, Swisses, mulls, &c.—in both plain and fancy stripes.

IMPORTANT ANNOUNCEMENT.

We have just secured the exclusive selling agency in New York for one of the loveliest, daintiest of this season's white weaves—MERCERIZED BAREGE—a wondrously lustrous fabric, so very like silk that two feet away one would think it was silk, but it is washable, and that without loss of lustre or beauty of newness.

This Mercerized Barege is the exact reproduction of finer goods costing \$1.50 a yard, and comes in eight different styles—white and ecru. Your inspection is invited. Introductory price—

55c

Here are a few of the table specials that will also serve as introducing the season in this department:—

200 pieces fine STRIPED LAWNS, CORDED DIMITIES, MADRAS SHIRTINGS, &c., in the season they cannot be sold for less than 20c., yard, special at..... **12½c**

MADRAS, CHEVIOTS, PIQUE CORDS, in about a hundred styles; sold about town at 20c. and 25c. a yard, special at..... **15c**

75 pieces MADRAS WAISTINGS, which were bought to sell at 25c. yard, in pretty figured stripes, as a special at, yard..... **14c**

Men's Shoes.

This has come to be recognized as the home of extraordinary values in Men's and Boys' Shoes. The shoes you get here are ALL RIGHT. That is our first care. The price speaks for itself in every case.

\$1.50 To-Morrow Will Buy a Pair of W. L. Douglas \$3.50 Shoes.

This extraordinary price is made possible by the purchase last week of the entire stock of S. Rosenberg, Cambridge, Mass., comprising W. L. Douglas's finest \$3.50 shoes, in tan, vici kid and Russia calf; some have silk vesting tops in a variety of styles; sizes from 5 to 7½ only. Every pair has the name "W. L. Douglas, \$3.50, Hand-Sewed Shoes," stamped on sole strap and cartoon. This is the greatest shoe value ever known in New York. Come early and pick your size; sale price..... **1.50**

\$2.65 for Well-Known Brands of Men's \$4 to \$6 Shoes.

This offer includes choice of Hurley Shoe Co., Hathaway, Soule & Harrington and Commonwealth Shoe & Leather Co.'s finest hand-sewed shoes, worth from \$4.00 to \$6.00 for men. In this collection from these celebrated makers we offer you choice of patent leather, vici kid, wax calf and imported enamel calf, in all the smart, snappy styles. Remember to-morrow these \$4.00 to \$6.00 shoes at..... **2.65**

BOYS' \$2.50 highest grade Satin Calf, Lace, Heel Shoes, with quilted bottoms; for wear there are none better; sizes 13 to 5½, choice..... **1.25**

BOYS' \$2.00 Enamel and Satin Calf Spring Heel Shoes, on most stylish last, mannish shape, perforated vamps and tips, all sizes, 8½ to 13½; this is great value; special..... **98c**

Special Offering in Engraving FOR ONE WEEK.

Copper plate engraved, in script type (name only), with 50 best quality Cards for..... **70c**

50 Visiting Cards, printed from your own plate..... **35c**

We will engrave a monogram Die selected from any of the large assortment of artistic designs which we have on display in our Stationery Department and stamp a Box of Fine Stationery in any color desired for..... **\$1.25**

Wedding Stationery in a Large Selection of the Latest Engraving Styles. Commercial Stationery, Die Stamping, Copper Plate Printing and Engraving executed at popular prices.

THE VERY SMARTEST OF THE NEW SPRING TAILOR-MADE SUITS.

Fresh Surprises Every Day in These Great Departments, the Greatest in Point of Variety and Low Prices in All New York.



It's really a delight to look at them. The new season's most fetching styles are shown here in a profusion born of lavishness. Critical buyers have come to recognize the Ehrich Suit Rooms, as THE place in New York for fine garments.—But our prices withal are most reasonable.

One of the greatest bargains in LADIES' DRESS SUITS ever offered goes on sale to-morrow. Double breasted, tight fitting Eton and pointed waist effects; colors blue, Oxford, tan, black and brown; all finely tailored, many silk lined throughout, some beautifully trimmed and all made of fine materials; worth from \$19.75 to \$35; special sale price..... **10.00**

Another fine value in Ladies' up-to-date TAILORED SUITS, made of fine cheviot serge, in blue and black; double breasted, tight fitting, finished with ripple, skirt made seven gored flare, entire suit silk lined; considered excellent value at \$22.50; sale price is..... **16.75**

A remarkable value in LADIES' DRESS SUITS, made of fine Lymanville cheviot, colors black, blue and brown; double breasted, tight fitting jacket, velvet collar, stitched satin revers, taffeta silk lined; skirts flare flounce, seams finely stitched, made over fine nersilk; have sold regularly for \$19.75; special for Monday at..... **14.75**

The New Walking Skirts

2.45 for LADIES' WALKING SKIRTS, colors Oxford gray and black, made of superior melton cloth, front seams finely strapped and stitched, hip pocket, flare flounce, finished with 14 rows of tailor stitching; sold usually for \$5.95.

12.75 for LADIES' FINE DRESS SKIRTS, made of Lymanville cheviot, in blue and black, pretty flare flounce, finely stitched, made over handsome silk drop skirt, finished with plaited ruffle; strictly tailor made and fully worth \$19.75.

A Magnificent Collection of Handsome Waists,

taffetas, moire velour, Louisine, peau de soie and Liberty satin and satin foulard with polka dot, an assortment of rich and elaborate shades; some are beautifully tucked or hemstitched, others plain and stylish, with fancy bow stock collars; tucked yokes with plain blouse, finished with pretty buttons; all nicely lined, and worth up to **3.95**

\$7.50. Choice to-morrow for Ladies' new white CHINA SILK WAISTS, yoke tucked and plain blouse, bishop sleeve, trimmed with pretty pearl buttons; sold in season at \$3.50; special at..... **1.95**

95c. for Ladies' Fine Shirt Waists. The remainder of that notable undervalue purchase from a leading city manufacturer makes possible some unusually great bargains for Monday. Plain and fancy styles in beautiful white lawn WAISTS, elaborately trimmed with fine pin tucking, fancy embroidery, insertions and heading, button back and front; also a variety of fancy striped Madras WAISTS in pretty shades, back nicely pleated, fancy collars, with turn over; all up to date styles; real values \$1.75 and \$2.00, sale price 95c.



The Most Wonderful of Cloak Bargains.

One of the very rarest of happenings when you can get Ladies' Cloaks worth up to \$19.75 for \$4.90. It was by taking a city manufacturer's entire stock of winter garments that we are enabled to name so sensational a price.

500 Coats and Capes in this great purchase, handsomely lined in Taffeta and Skinner's Satin and all most beautifully tailored. Handsome Box Coats of Kersey, Stylish Automobiles of Kersey, Handsome Fitted Jackets of Kersey, Rich Plush Capes, Sold regularly at \$10.75, \$12.75, \$14.75, \$16.75 and \$19.75, all going into one great group at \$4.90. Every garment in this purchase shows best of tailoring, the styles all the newest. Additional selling space and extra salespeople!

Tea Gowns—Special. Two of the Greatest Values We Ever Offered for This Monday.

The remainder of that great purchase of ladies' fine Cashmere Tea Gowns, made in an extra quality, nicely trimmed with cream insertions; colors are red, black, cadet, green, light and dark blue and pink; full length and width; all sizes to 44; positively worth \$5.00; special at..... **2.95**

Another special item for Monday will be a handsome silk GOWN, of fine ribbon and insertion, laced down front, finished with ribbons in all desirable colors, such as pink, helio, blue, white, black and white and black; the real value of these gowns is \$22.50—a rare value, therefore at..... **16.50**

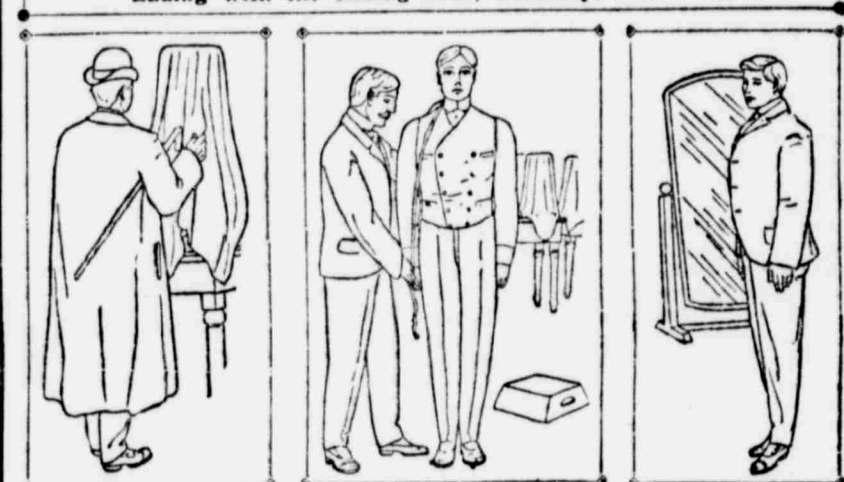
Merchant Tailoring Dept.

Our New Merchant Tailoring Department—which opened last Monday—begins its career under most auspicious circumstances. Our splendid assortment of woollens, our demonstration of really well cut and properly made garments leaves no room for either cavil or criticism.

Now for the Greatest Offer—the Greatest Event in the History of the Trade—Only 6 Days More of It.

\$20.00 Spring Suits or Overcoats or Prince Albert Coats and Vests, from nobby weaves, stylishly cut and properly made, for 7 days only, at..... **11.75**

Continuing To-Morrow, March 10. Ending with the closing hour, Saturday, March 15.



Monday, March 10, Tuesday, March 11, Wednesday, March 12, Thursday, March 13, Friday, March 14, Saturday, March 15.

Spring Suit, Overcoat or Prince Albert Coat and Vest, Made to Measure, **\$11.75**

For the next six days, commencing to-morrow, we will make to your measure a Twenty Dollar Spring Suit, Overcoat or Prince Albert Coat and Vest for \$11.75. You may select from 75 of the newest and noblest up-to-date fabrics of the season. FANCY CHEVIOTS, SCOTCH TWEEDS, BLACK, CLAY, BLUE AND BLACK THIBETS, STRIPED FLANNELS, FANCY WORSTEDS, NAVY BLUE SERGE, MIXED CASSIMERES, HOMESPUNS AND WOOL CRASH. Every fabric manufactured in here. EVERY ORDER TAKEN IS COVERED BY OUR GUARANTEE that the suit or overcoat shall be a \$20 suit in every sense of the term—cut by an expert, on the very newest and most fashionable model; made on our own premises in the best manner known to the tailoring art. Woollens, linings and trimmings are here for your inspection. If suit does not prove equal to our description or satisfactory to you, a new suit, overcoat or coat and vest will be made or your money cheerfully refunded. THE SALE OPENS TO-MORROW. MEN'S HANDSOME \$20 SPRING SUITS TO YOUR MEASURE IN OUR NEW CLOTHING DEPARTMENT, 4TH FLOOR..... **11.75**

Remember, only 6 days of this offer; none sold after Saturday, March 15.

Special Hosiery Sale.

40 Cases of Women's Fine Lace, Lisle and Fancy Hose, purchased from a leading importer at a very advantageous price, on sale Monday at prices not averaging over one-half value.

THIS GREAT PURCHASE CONSISTS OF

Women's black lace openwork STOCKINGS, also a large variety of silk embroidered and fancy stripes; regularly retailed from 25c. per pair, sale price..... **15c**

Women's black lace lisle thread HOSE, a large variety of handsome openwork patterns, with silk embroidered insets, colors black, blue, red, white and slate; all are full regular made, with double soles; made to sell for 50c. per pair; all sizes; sale price..... **23c**

Women's imported fine gauge lisle thread, fancy stripes, vertical stripes, silk embroidered and brilliant lace lisle HOSE, all styles and designs; made to retail for 98c. per pair, sale price..... **50c**

Ehrich's for Easter Laces.

LAST week's business at our now world-renowned Lace Department was nothing short of an ovation. The magnificence of our display of Lace Robes fairly took New York women by storm, and the modest prices simply swept that unique collection away. To-morrow we again make special offerings—none the less great because some of those Royal Robes are gone.

Real Duchesse and Point Lace ROBES, solid lace, with large medallions of round point, full skirt, long sleeves and full blouse; value \$200.00 at..... 294.00	White and Cream ALL OVERS, 20 inches wide, in Point Venise and Irish Crochet; value \$1.75 yard, at..... 98c
Real Point Applique Lace ROBES, full circular flounced skirts and complete; value \$200.00 each, at..... 100.00	Imitation Chumy All Over NETS, 45 inches wide; value \$1.20 yd., at..... 59c
Real Lierre Lace DRESSES, with two and three flounces on skirt and material for full blouse, cream and white; value \$22.00 to \$50.00 each, at from \$48.98 down to..... 29.98	Black Chumy ALL OVER, all silk, 20 inches wide, value \$3.25 yd., at..... 1.79
Real Duchesse and Point Lace BERTHAS, widths ranging from 4½ to 6 inches; value from \$15.00 to \$60.00 each, at \$7.98 to..... 29.98	Large assortment of Black Silk FANCY INSERTIONS, wavy and medallion effects; value double these..... 1.98
	Newest novelty in Dotted NETS, 45 inches wide, black and white combinations; value \$2.75 yd., at..... 1.69

Easter Sale OF Colored Dress Goods.

Special Items of Unusual Interest:— All wool silk finished HENRIETTA, All wool high-grade ALBATROSS, All wool imported NUN'S VEILING, All wool STORM SERGE, All wool French TWILL, 40 inches wide, value \$3.00 to \$5.00 each; at \$1.40 to..... **3.98**

Real Irish Crochet Lace COLLARS, in square yoke and round pointed styles; value \$3.00 to \$5.00 each; at \$1.40 to..... **3.98**

Black Thread Spot NETS, 45 inches wide; value 75c. yd., at..... **55c**

Fancy Cotton GALLOONS, for trimming fancy foulards and blouses, in round and square medallion and fancy wavy applique effects; value double these prices, at, from, yd., at..... **48c**

At **49c** Yard.

Ehrich's for Easter Silks.

A MAGNIFICENT Showing. A collection such as any house in America might well be proud of. Under the new chief its growth has been little short of marvellous. Showers of praise and commendation from the polite world now. Its status is assured, for not a shadow rests upon Ehrich's claim to the Silk Leadership in New York.

SOME OF THE NOVELTIES FOR TO-MORROW'S SELLING:—

Combination sale of staple Silks at 49c.	Black Silk Specials.
18 pieces 26-inch Black TAFFETA, wear guaranteed; value 75c. Mon- day, yard..... 49c	Our wonderful display of Black Silks surpasses all previous seasons—not a desirable weave missing—not an inferior grade among them.
21 pieces 24-inch "water proof" Japanese Black SILK, value 60c. Mon- day, yard..... 49c	25 pieces 36-inch superior quality Black TAFFETA SILK, worth \$1.10, Mon- day, yard..... 80c
40 pieces 27-inch Lyons Habutai SILK, all colors; value 65c. Mon- day, yard..... 49c	15 pieces extra fine Black PEACH SILK, worth \$1.25, Mon- day, yard..... 90c
Part pieces and broken lines FANCY SILKS; worth double, to close..... 49c	8 pieces "Papaes" Black SILK, entirely new, per yard..... 79c